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# Pepsi's 7UP rebrand is rather gorgeous

By [Joseph Foley](#) published 4 days ago

Just check out that drop shadow.



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Rebrands are so difficult to get right, but here's one that was well worth the effort. 7Up has just revealed a new look, and it's got things just right with a punchy, 'Uplifting' design.

The brand's first big international revamp in seven years looks simple enough at first glance, and it certainly feels familiar. But the changes reinvigorate 7UP with fresh punchiness – and just check out those drop shadows (see our pick of the [best branding books](#) for more inspiration).

